

MINUTES
LDDA BOARD OF DIRECTORS
DOWNTOWN CRA ADVISORY BOARD
City Commission Conference Room
August 6, 2009
8:00 a.m.

PRESENT: Janet Tucker, Ford Heacock, Jerry Herring, Patricia Hendler, David Hallock, Anne Furr, Becky Abel, Tamara Sakagawa, Heather Huebner, Julie Townsend, Ellen Simms, LeRoy Bradley, Glenn Higgins, Palmer Davis, Jim Doig, Jim Malless

ABSENT: Jim Verplanck, Joe Mawhinney

CALL TO ORDER: Janet Tucker, Chairman, called the meeting to order.

MINUTES: Jerry Herring moved to accept the Minutes of the July 16, 2009 regular LDDA Board of Directors / CRA Advisory Board meeting. Motion seconded by David Hallock. Motion passed 4-0.

Patricia Hendler arrived.

PARK & RIDE AGREEMENT, 408 N. KENTUCKY AVENUE: Palmer Davis, Assistant City Attorney, presented the agreement that has been negotiated between Citrus Connection and LDDA for the paved property at 408 N. Kentucky that is currently a parking lot with 60 spaces. The Agreement includes a clause for cancellation of the agreement and a clause requiring a general liability policy. **Jerry Herring moved and David Hallock seconded the motion to approve the lease agreement. Motion passed 5-0.**

TREASURER'S REPORT: In Joe Mawhinney's absence, Anne reported that the quarterly report prepared by Baylis & Company agrees with our in-house profit and loss statements for the quarter. It was asked how tax collections are going. Anne replied that the amount is approximately 103% of budget as of the end of June. (By law, LDDA budgets at 95% of actual property tax values.)

DOWNTOWN CRA ADVISORY BOARD:

Draft LCRA Update Plan for Downtown – Copies of the draft were in agenda packets. Tamara Sakagawa said that Community Development Staff have added changes, particularly on the implementation side. A goal is to gather old plans and pieces and pull them together into a 10-20 year plan that puts everyone on the same page. In the past, emphasis has been on "if you build it, they will come". We have done a good job of building and now the emphasis will shift to governance, recruitment and marketing. There is not much money now or in the very near future. The City and Lakeland Electric have nothing specific to Downtown in their budgets. Projects for Downtown have been low-balled. We are looking at what we can see in terms of tax increment income. The separate districts that have been created are helpful for City Departments as well as developers. Tamara asked Board Members to please share with her any suggestions for changes or additions to the Downtown Plan Update.

David Hallock asked about the sidewalk sign ordinance, "Is this tied to the update plan?" The sidewalk sign regulation draft is ready. It was explained that we are waiting on the fabrication of the mock up wayfinding sign options to make a decision on which design we want. That fabrication is in process. Once the wayfinding signs are ready for fabrication, the sidewalk sign regulation will be considered by the City Commission.

COMMITTEES:

Finance Committee – The proposed 2010 LDDA budget that is recommended by the Finance Committee was reviewed. The budget will be approved at public hearings scheduled in September. We will

need to approve the Budget Memo as a companion document to the budget. The tentative rate of 1.9445 mills is what this Board decided to send to the Property Appraiser. We may lower that rate at the hearings, but not raise it. Anne stated that we need to keep about \$100,000 in 6950-Unappropriated Funds in order to have operating funds for the first few months of the fiscal year before tax receipt income is available. The cost of a new laptop for Anne is not included in the budget recommended by the Finance Committee. Anne's computer (PC) was due to be replaced in 2008. The City is not replacing PCs on that expected schedule due to budget concerns, but we have for a long time, needed a laptop with a docking station for the purpose of using it for both office use and also for mobile presentation capability. The City is purchasing laptops at this time. **On behalf of the Finance Committee, Ford Heacock moved approval of the Proposed FY2010 LDDA Budget and Budget Memo with the addition of funds to purchase a laptop computer and docking station to replace Anne's PC. David Hallock seconded the motion. Motion passed 5-0.**

Retail Committee, Branding:

Specialty Items – It has been recommended that at the re-opening of the Downtown Farmers Curb Market on September 9, we provide fabric grocery bags for customers with the new Downtown brand on one side and the Farmers Curb Market logo on the other side. Anne obtained several quotes for the bags, but the Board recommended increasing the order so some bags with a blank side could be offered for Downtown retailers to get printed with their store's information. **Ford Heacock moved and David Hallock seconded the motion to order 5,000 bags with the Downtown brand on one side. On 1,000 of those, print the Farmers Curb Market on the other side. These should be done on royal blue bags with white logo(s). The cost will be paid from line item 9500-Brand Implementation. Motion passed 5-0.**

Patricia Hendler moved that the cost for the 1,000 bags printed on two sides will be paid out of 9750.11-Farmers Curb Market General Operations. Motion seconded by Jerry Herring. Motion passed 5-0.

RFP for Brand Campaign - Anne reported that the RFP for the brand campaign will be dated August 10, 2009. It will be mailed to Ad Fed members, and marketing / public relation firms / individuals listed in the phone book and in the Lakeland Area Chamber of Commerce Buyer's Guide. The RFP will also be advertised in the newspaper and sent out via LDDA's Twitter and Facebook accounts. Any firm / individual interested in the RFP will have to contact the LDDA office to get the bid document so we can make sure everyone gets the same information. A budget was not stated in the bid document. Lakeland and Polk County firms will be strongly considered. Bidders are required to include examples of relevant work they have done in the past. The deadline for submittal of proposals is August 31st. The Chairman will put together a committee to review the proposals. **Ford Heacock moved and Jerry Herring seconded the motion to authorize Anne to send out this RFP for the brand campaign. Motion passed 5-0.** It was suggested that we also state that we already have the newly developed brand and a standards book.

Janet Tucker appointed herself, Patricia Hendler and Ford Heacock to be on the RFP Brand Campaign Committee.

Design Review Approvals Since July 16, 2009:

301 S. Florida Avenue, Bob Cleghorn, exterior colors and overhangs – The existing overhangs will be repaired and replaced with a new roof and stucco. The colors selected by the owner were approved.

DLP REPORT: Julie Townsend, DLP Executive Director, expressed appreciation on behalf of the DLP for the funding commitments in the LDDA's budget. The newest issue of the *Downtown Dish* newsletter has recently been distributed. It was almost completely paid for out of ad revenue and has a map in the centerfold. 10,000 were printed for mailing and for distribution. First Friday's theme on August 7th is "Dog Days of Summer". DLP elections will take place at the September general meeting and nominations are being solicited now. A mayoral candidates' forum will take place at the September 2nd general meeting. Candidates for City Commission are also invited. The Partnership's annual luncheon will be held on October 7th, 2009 at the Lakeland Center. Nomination forms for awards are on the DLP website (www.downtownlakelandfl.com). There is a new piano store on the corner of Pine Street and Tennessee Avenue. They sell pianos and offer piano lessons and are expected to expand soon.

CITY COMMISSION REPORT: Glenn Higgins reported that there had been a problem last month with Lakeland Electric's customer billing practice, causing many people's readings to include as many as 40 days in the billing. In many cases, the number of billed kilowatt hours unfairly boosted customers into a higher billing tier. Glenn said if a customer thinks they were affected by the mistake, they could call Lakeland Electric, which would analyze their bill and make necessary adjustments. On Friday, August 7, up to 100 appeals for those who received red-light running citations will be heard.

CHAIRMAN'S REPORT: No report.

DIRECTOR'S REPORT:

LDDA Election – Two candidates qualified for the two seats on LDDA's Board, Jim Malless and Janet Tucker. There was no need for an election and therefore no canvassing board meeting.

George Harris Memorial –The plaques have not been delivered. Anne shared that there is \$42,000 remaining in the fund to be used for the plaques and the maintenance of the memorial and Munn Park.

Downtown Demographics – Some time ago, proposals were sent out for firms to do a study of Downtown's demographics. Four firms were shortlisted and we postponed the project. Some of those firms continue to contact the LDDA to see if we are ready to move forward. There are no dollars in the budget for this work. **Jerry Herring moved and Patricia Hendler seconded the motion to ask Anne to write the firms a letter stating that we have decided not to move forward with this project. Motion passed 5-0.**

Old School Skate Park, Paint Colors – The owner of the business will contact Anne when he is ready to move forward.

Wayfinding Signage – David Hallock asked when we could expect signs on the streets. We are gearing up for the RFP for wayfinding sign fabrication and installation by having Kiku Obata & Company create mock-ups of the proposed signage. Once the LDDA makes a decision on the sign to create, the RFP will be sent.

NEW BUSINESS: None.

The meeting adjourned at 9:48 a.m.

LDDA's regular meeting of the Board of Directors scheduled for Thursday, August 20, 2009 is cancelled.

The next regular LDDA Board of Directors meeting is Thursday, September 3, 2009 at 8:00 a.m. in the City Commission Conference Room.


Janet H. Tucker, Chairman

9-10-09
Date


Becky Abel, Administrative Assistant

9-10-09
Date